

NON-PROFIT | NORTH AMERICA

Online interviews with faith leaders for an international charity

Eight online in-depth interviews with church leaders on attitudes to charitable giving, balanced by denomination and setting.



AT A GLANCE

CLIENT

International charity

INDUSTRY

Non-profit

MARKET

North America

METHOD

Online in-depth interviews, 45 minutes

SAMPLE

8 church leaders

THE CHALLENGE

An international charity needed to understand how church leaders think about giving, with a careful mix of denominations, regions and congregation types. A values-based audience and a small, balanced sample called for sensitive screening and respectful recruitment.

OUR APPROACH

We screened respectfully on values and giving openness and balanced urban, suburban and rural settings.

- 1 Verified practising leaders open to supporting the cause
- 2 Ran 45-minute one-to-one online interviews
- 3 Balanced denominations, regions and congregation settings
- 4 Handled screening sensitively and checked every recruit

THE RESULTS

- ✓ 8 interviews across three congregation settings
- ✓ Leaders gave candid, considered views on generosity
- ✓ Region and congregation type shaped attitudes to giving

SERVICES USED

Qualitative recruitment Hard-to-reach audiences Online data collection

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.